



QUARTERLY RESPONSIVE PROGRAMMING REPORT
KVOA Communications, Inc.

1st Quarter, January 1 - March 31, 2004

The following is a list of the programs broadcast during the period of January 1 - March 31, 2004 which have provided KVOA's most significant treatment of community issues as indicated by community leaders throughout the area. The responsive broadcasts listed are exclusive of NBC network news and public affairs programs and public service announcements which may also deal with these problems on a national basis.

<u>PROGRAM</u>	<u>DAY/DATE</u>	<u>TIME</u>	<u>PARTICIPANTS</u>	<u>SUMMARY OF DISCUSSION</u>
Crime -				
Concerns are: the rate of violent crime, rape, drug-related crime, theft, home burglaries, personal safety and adequate law enforcement protection.				
Impact	Sunday, 1/18/04	6:00 AM to 6:30 AM	Raquel Mrozowski, Tucson Centers for Women and Children Mary Utley, Tucson Centers for Women and Children	Tucson Centers for Women and Children provide shelter for women who are leaving abusive situations. The center provides counseling and also helps these women get orders of protection against their abusers.
EWN One on One	Sunday, 2/29/04	6:30 AM to 7:00 AM	Antoinette Matlins, Author of Jewelry & Gems at Auction. Internationally respected Gemologist. Consumer Advocate. Kathryn Bonanno, Gemologist who deals in rare gems and fine period jewelry.	Jewelry scam auctions are the fastest growing marketplace for jewelry sales. Both live auctions and internet auctions. Guests discuss what you need to know before you buy or sell. We also discuss the new popularity of antique jewelry and how buyers should beware. Guests show real and "fake" jewelry.
Impact	Sunday, 3/14/04	6:00 AM to 6:30 AM	Lt. Mark Boyce, Pima Co. Jail Sharon Knutson-Feliz, husband killed in the line of duty	100 Club of AZ provides benefits to families of police officers and firefighters who loved ones have been killed or seriously injured. As of 2003, almost \$600,000 to 107 survivors and 243 people who have been hurt on the job.

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Economy -				
Concerns are: the local economy, taxes, cost of living, salaries and buying power, the effect of tighter budgets on charities and the national debt.				
Impact	Sunday, 1/18/04	6:00 AM to 6:30 AM	Sally Fernandez, United Way Volunteer Ed Parker, United Way President	Talked about United Way and how it's changing it's mission... how it's helping organizations help themselves and providing training for the organizations.
Impact	Sunday, 2/15/04	6:00 AM to 6:30 AM	Paula Cervical, Jewelry Designer	The 50th Gem and Mineral Show was celebrated last week. We talked about the importance of this world class show and how students can learn about gems and minerals. We also talked about the historical display of the Gadsden Purchase. Also the importance of this show to the Tucson economy.
Impact	Sunday, 2/29/04	6:00 AM to 6:30 AM	Bob Fireman	The Nogales Sonora Chamber of Commerce is a non profit organization in Nogales, Sonora Mexico designed to promote Commerce in that city. It's board members serve as volunteers and come from many different segments of the community. In Nogales, Commerce means many things from importing and exporting goods between the USA & Mexico, to promoting tourism in the nearby metros of Tucson, Green Valley, & Phoenix.

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EWN One on One	Sunday, 3/14/04	6:30 AM to 7:00 AM	Jim Barry, Media Spokesperson for the Consumer Electronics Association. A trade group that represents 1200 businesses involved in the design, development, manufacturing and distribution of electronics.	Consumer Electronics are a \$100 billion a year industry. Electronics aren't just boy toys anymore. Women buy half of them. Guest educates the buying public about changing trends and technologies in consumer electronics. We discuss the big transition to digital technology. He predicts lots more programming will be available this year for digital TV. DVDS are the fastest growing electronics product ever. he says prices are coming down so there isn't a digital divide like some expected where rich people can afford electronics and the rest of us can't. We discuss wireless electronics. He demonstrates several new gadgets including a satellite radio, wrist watch walkie talkie, key ring camera, wireless headset, key ring video game.

Education -

Concerns are: quality of education, school programs, teacher compensation, redistricting, school administration, bi-lingual education, magnet schools and ethnic balances.

EWN One on One	Sunday, 1/14/04	6:30 AM to 7:00 AM	Hartman Lomawaima, Director of the Arizona State Museum on the UA campus. Hopi Indian Helga Teiwes, Now retired, she was the staff photographer for the Arizona State Museum from the mid 60's to mid 90's.	The museum currently showing an exhibit of Helga's photographs of Indians. She is considered one of the last century's most accomplished documentary photographers of the Southwest. From Germany, she got interested in Indians when someone gave her a National Geographic. Helga has photographed and written books on Hopi basket making and Hopi Kachinas. Guests show and discuss Kachina dolls. What the dolls represent. Why Hopi children get them. How the carving has evolved, etc.
Impact	Sunday, 1/25/04	6:00 AM to 6:30 AM	Enrique "Hand" Feldman, Founder	F.A.M.E. Foundation/Fostering Arts-Mind Education Foundation - A program founded in 2000 that promotes education and the expansion of the imagination. It's recognized by the national endowment for the arts and it teaches students from 3 to 18... not just music... but helps them with other aspects of their lives.

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Impact	Sunday, 2/15/04	6:00 AM to 6:30 AM	Catherine Baron, Pres. Women's Studies at the UA	<p>Educations/Women's studies at the UA is a very prestigious college. Every year they have a fund raiser where they bring in females authors who discuss their books to the public. They also lecture to middle school and high school students who are interested in writing.</p>
EWN One on One	Sunday, 2/15/04	6:30 AM to 7:00 AM	<p>Melinda Burke, Director of the Southwest Regional Center for Education and Research at the UA. Facility Advisor to Students in Free Enterprise.</p> <p>Shelley Huff, Student</p> <p>Francso Mendoza, Student</p>	<p>We discuss a UA project called SIFE. Students in Free Enterprise. This is an international nonprofit club. It's mission is to teach the fundamentals of free enterprise. It does this through several projects. It's holding seminars for college students on topics like managing your credit card debt, paying off student loans, negotiating job salary and benefits, etc. It's also holding a career expo for UA students to match students with jobs and internships. Sife is helping develop a marketing plan for a pet store in the El Con Mall, etc.</p>
Impact	Sunday, 3/28/04	6:00 AM to 6:30 AM	<p>Sister Wilhelmina Galle - Immaculate Heart</p> <p>Jackie Underwood - Secretary of Immaculate Heart Preparatory</p>	<p>Parochial School Scholarships. Families receiving scholarships thanks to the Arizona Tuition Tax Credit Program. This program talked at length about how families could take advantage of the tax credit provided by the State of Arizona to enroll children in parochial schools.</p>

Employment -

Concerns are: unemployment, new job opportunities, attracting new businesses and industry to Southern Arizona, wages and employment practices.

News One on One	Sunday, 2/22/04	6:30 AM to 7:00 AM	<p>Mary Gruensfelder-Cox, Executive Director of the Microbusiness Advancement Center</p> <p>Carmella Arriola, she and husband own Arriola Sunrise Plumbing</p> <p>Shelby Stirrat, Owner of Scoot Over, a store that sells European Style scooters</p>	<p>The Micro businesses are those with 5 or fewer employees. They make up about 15% of all the businesses in Southern Arizona. The Microbusiness Advancement Center caters to people who want to start, sustain or grow microbusinesses. It's unique because it offers classes in English and Spanish. At the end of classes participants have a business plan. There are special programs for women, low income and non English speakers. Program provides small loans to business owners. Carmella and Shelby discuss their experiences in business and with the center.</p>
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Environment -				
Concerns are: quality of life, protecting the desert, preserving clean air and disposal of toxic elements. (Note: Water is listed separately.)				
EWN One on One	Sunday, 2/29/04	6:30 AM to 7:00 AM	Ken Lamberton, Award winning nature writer. Author of "Chiricahua Mountains: Bridging the Borders of Wildness." This is part of the UA press series on desert places in which writers and photographers offer portraits of their favorite places.	Guests discuss the Chiricahua Mountains which are in the Southeastern Corner of Arizona. Willcox is best known as their entryway. They are well know as a birddwacher's paradise. The mountains are also famous for their landscape which was created by volcanoes 27 million years ago. We discuss hoodoos. The mountains are an isolated sky island where animals must adapt or become extinct. The Southwest research station tries to reintroduce species. The Chiricahuas were also home to Apaches including Cochise, Geronimo and Bigfoot.
Impact	Sunday, 2/29/04	6:00 AM to 6:30 AM	Bob Fineman	Talked about Rideshare and the Pima Association Government... also talked about the importance of controlling the air pollution in Pima County.
Government -				
Concerns are: local government, the size government, elected/appointed officials, conflicts between city and county government and the efficiency of government.				
EWN One on One	Sunday, 1/18/04	6:30 AM to 7:00 AM	Governor Janet Napolitano	Governor Janet Napolitano's Annual State of the State Speech delivered 1/12/04 in Phoenix and run highlights. Among the issues she discusses: prescription discounts for seniors, reducing the crime of child abuse by improving child protective services, childhood immunizations, her proposed daycare rating system, full day kindergarten, teacher training, developing AZ tech industries, preserving military bases, ensuring homeland security, creating a new 211 emergency line, protecting forests and water resources.

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EWN One on One	Sunday, 3/21/04	6:30 AM to 7:00 AM	Melaney Seacat, Public Involvement Manager for the Pima Association of Governments (PAG) Tom Fisher, Senior Transportation Planner with PAG Jim Glock, City of Tucson's Transportation Director	We update what's happening in development of a long range transportation plan to move the region through 2030. Last year planners got public input about what's needed. Now they're in the process of doing technical studies on all aspects of transportation. We discuss a new study on mass transit and another on sidewalk availability. Jim Glock discusses the city's tremendous need for transportation improvements and his lack of money to do them. By Fall, planners will have a series of transportation alternatives and funding mechanisms available for public comment.

Growth -

Concerns are: pro-growth industry versus anti-growth sentiment, proper planning for growth, preparing infrastructure for growth and human services for growing population.

Health -

Concerns are: the quality, costs and availability of healthcare, information about new techniques, preventative measures that are available and personal fitness.

EWN One on One	Sunday, 1/25/04	6:30 AM to 7:00 AM	John Welshons, author "Awakening From Grief Finding the Way Back to Joy." He's a nationally known counselor, teacher, lecturer Dr. Elisabeth Kubler-Ross, Student of Grief Expert	How to deal with grief and heal from the losses and deaths in your life. How to find inner peace. How to start living again. Guest is doing a half-day seminar in Tucson.
Impact	Sunday, 2/1/04	6:00 AM to 6:30 AM	Carole Little, CEO - Southern Arizona Mental Health Corp.	SAMHE, Southern Arizona Mental Health Corp - a non-profit organization that helps people who have mental health illness. This organization also has a MAC team which helps law enforcement deal with mentally ill people who perhaps might be involved in criminal activity.
EWN One on One	Sunday, 2/1/04	6:30 AM to 7:00 AM	Dr. Kevin Leman, internationally known Psychologist, Speak and Best Selling Author	We discuss Leman's latest book "Sheet Music: Uncovering the Secrets of Sexual Intimacy in Marriage." He says as sex goes so goes the whole marriage. He does not believe in sex before marriage.

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EWN One on One	Sunday, 2/8/04	6:30 AM to 7:00 AM	Agnes Poore, Casa De La Luz Hospice Co-owner and Director of Patient Services. Lynette Jaramillo, Casa De La Luz Hospice Co-Owner and Executive Director Carol Blankenship, Casa De La Luz Nurse, Social Worker and Manager of the inpatient unit	Hospice - What is it? Physical, emotional and spiritual care. How it changes end of life issues for patients and their families. Most people don't realize medicare pays for hospice care. Casa De La Luz runs the only residential hospice in Tucson. In March, Casa De La Luz opens a new inpatient facility.
Impact	Sunday, 2/22/04	6:00 AM to 6:30 AM	Kim Gunn, Development Director for College of Public Health Dr. Bob Lutz, Family Practice Amy Lutz, Physical Education Specialist	Health/Sundown at the Pass - A fundraiser that helps promote healthy living for children and families. The money raised goes towards benefiting the Roy P Drachman Prevention Fund for Children at the UA College of Public Health. We talked about the need for children to be active so they can lead healthy lifestyles as adults.
Impact	Sunday, 3/7/04	6:00 AM to 6:30 AM	Judith Blair, Kidney Donor Laura Fairbanks, Parent Frank Hernandez, Assistant Director	Health/National Kidney Foundation - The need for organ donors. We talk to a woman who donated her kidney and who also named a "hero" for the American Red Cross Real Heroes Breakfast. Education/Arts for all third street kids - a special program for children both disabled and and typical children also for disabled adults. They improve the quality of life through the involvement of arts. It's private and non-profit.
EWN One on One	Sunday, 3/7/04	6:30 AM to 7:00 AM	Dr. Vicki Chandler, Co-director of the Institute for Biomedical Sciences and Biotechnology at the UA	The UA is building a new institute for the Biomedical Sciences and Biotechnology. It brings together UA Scientists from different disciplines who are working on approaches to improve human nutrition and health. The center is key to Arizona's developing bioindustry. We discuss a recent report that says Arizona has the potential to achieve prominence in the field of bioscience. As part of the center, UA researchers work with local businesses. The result is new high paying jobs and economic development.

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EWN One on One	Sunday, 3/28/04	6:30 AM to 7:00 AM	Betty Kall Knott, Director of Southern Arizona Cystic Fibrosis Foundation Karon and Sean Harrington, parents of 2 year old with cystic fibrosis	Cystic Fibrosis is a life threatening genetic disease that affects the respiratory and digestive systems. People with cystic fibrosis typically only survive into their 30s. The Harringtons discuss health care for their daughter. For 30 minutes every morning they have to bang on her back and chest to prevent a lung infection. 10 million Americans carry the cystic fibrosis gene but don't have it. The Harrington's react to finding out they are carriers and their daughter has the disease. We discuss on April 3rd walk to raise money for research to find a cure.

Water -

Concerns are: The availability of good quality water, conservation and recycling of effluent.

Program Descriptions

Eyewitness News Impact -

A weekly half-hour public affairs program, usually scheduled for Sundays at 6:00 AM. Produced by KVOA's Eyewitness News 4 News Department featuring interviews with community leaders about local events. Host is Lupita Murillo.

Eyewitness News One on One -

A weekly half-hour public affairs program, usually scheduled for Sundays at 6:30 AM. Produced by KVOA's Eyewitness News 4 News Department featuring interviews with community leader and participants in local topical issues. Host is Sandy Rathburn.

Eyewitness News 4 -

This title of KVOA's live local newscasts which are regularly scheduled at these times: Mondays-Fridays, 5:30 AM to 7:00 AM, 7:24 AM to 7:30 AM, 7:55 AM to 8:00 AM, 8:25 AM to 8:30 AM, 8:55 AM to 9:00 AM, 9:25 AM to 9:30 AM, 9:55 AM to 10:00 AM, 12:00 Noon to 12:30 PM, 5:00 PM to 5:30 PM, 6:00 PM to 6:30 PM, 10:00 PM to 10:30 PM. Saturdays, 7:00 AM to 7:30 AM, 5:30 PM to 6:00 PM, 10:00 PM to 10:30 PM. Sundays, 5:30 PM to 6:00 PM and 10:00 PM to 10:30 PM.